



Exploration and Conservation of Cultural Heritage of Ganga | Uttar Pradesh | 18 Sep 2021

Why in News

- Recently, in order to protect the cultural heritage of Ganga, the study of traditional perfume industry, gutta, religious places, ghat in the perfume city '**Kannauj**' was done by the central team.

Key Points

- From the year 2019, the **Ministry of Jal Shakti**, Central Government is implementing the [Namami Ganga Cultural Documentation Project](#) under the Namami Ganga Project with the aim of preserving the natural, architectural and intangible heritage located up to a distance of 51 km on both the banks of the river Ganga.
- Namami Gange Project is a flagship project **launched by the Central Government** in the year 2014, with the main objective of reducing pollution of river Ganga and rejuvenation of river Ganga.
- It is being implemented by the [National Mission for Clean Ganga](#), which is the implementing arm of the [National Ganga Council](#).
- **Kannauj, also known as the perfume city of India**, was the **capital of King Harshavardhana, the ruler of the Pushyabhuti dynasty**, in the 7th century. For this, the address '**Mahodya Shri**' has been used by **Banabhatta**. After the death of Harshavardhana, Kannauj became the center of tripartite struggle between the Palas, the Pratiharas and the Rashtrakutas.